

# Message

## Technology with sincerity

Keiai Orthopedic Appliance Co. is a comprehensive manufacturer of orthopedic appliances and equipment, with a 70-year history since its foundation.

Our corporate philosophy is rooted in sincerity. Thus, we listen carefully to the needs of customers, and devote ourselves to the skillful development and production of orthopedic appliances which meet these needs most precisely.

We develop and build our products with state-of-the-art equipment and instruments, making full use of ever-evolving technology, while emphasizing the importance of the handcrafting processes of experienced engineers. These two mainstays, state-of-the-art technology and the subtle skills of craftsmen, guarantee the excellent quality of our products, working together like the two wheels of a cart.

Orthopedic appliances must address an almost infinite variety of needs and situations, and the tireless pursuit of quality, another function of our fundamental corporate sincerity, illustrates our determination to help handicapped people improve their daily life as much as possible. The results and experience gained since our foundation have earned us a reputation for superior reliability in the medical industry.

On the eve of our 70th anniversary, we renew our commitment to providing products and services defined by sincerity.



## Greetings from the President

For almost 70 years, since our establishment in 1946, we have been providing orthopedic appliances and services that consistently place the highest importance on the mental well-being of the handicapped. We take great pleasure in helping people enhance their own lives, through our manufacture of such appliances.

My own most cherished value, and the basis of our corporate philosophy, is sincerity, a concept and commitment deeply rooted in the attitude of our company throughout its near 70-year history. Now, I add a new pillar to the corporate philosophy: communication.

The handicapped have a wide variety of orthopedic appliance needs, and must engage in an often difficult process of inquiry, selection and trial, in order to obtain an appliance ideally suited to their needs, partly because no uniform standards exist for these appliances. I am committed to simplifying and facilitating this process, which often places an onerous, if temporary, burden on users. I want to minimize this burden as much as possible, by communicating all useful data and information regarding parts and materials in detail, in the firm belief that this is the most timely and important service we can provide.

Technology transfer is another important, related issue. The experienced staff who currently support our technology will someday be replaced by members of the next generation, and thus must ensure that the delicate touch that expertise and professionalism can bring to the world of orthopedic appliances, however advanced they may be, is properly passed on. This is the critical element that will never change. Thus, such technology transfer to the next generation is seen as a fundamental social responsibility at Keiai, a company with 70 years of tradition.

Our steadfast devotion to these two values of sincerity and communication will only evolve, never diminish, in the coming years.



*Kazuhiko Kaneda*

President



# Technology

Keiai's technology

## Keiai's 'technology' passed on by the finger tips

A variety of precision instruments are arrayed in our factory. Extremely precise technologies are required to build a superior orthopedic appliance for human use. Some appliances involve more than 40 processes and several months of work to be completed. However, the ultimate process always depends on the sensitivity of our craftsmen. However advanced the production machinery may be, every engineered product has its own distinctive character, however subtle or refined.

It has been, and always will be, only human technology that can differentiate and maximize the quality of such products at the micro level, producing superior finished products. Under the leadership of our craftsmen, with a combined 40 years' experience, young staff members work as a team to master this special form of technology, day after day, without fail, to build Keiai products of the highest quality.

### Keiai-developed ISO certified medical step testing machines

- (1) Artificial leg structure repeated-load strength testing machine  
4 units, Number of testable samples per test: 6
- (2) Artificial foot region and foot joint repeated-load strength testing machine  
1 unit, Number of testable samples per test: 2
- (3) Image dimension measuring system: 1 unit, with calibration certificate
- (4) Shore scleroscope (with NK verification): 1 unit of each  
Asker durometer, Type A (for standard rubber (normal hardness) and soft plastics)  
Asker durometer, Type C (for soft rubber, sponge, and other foam elastomers)  
Asker durometer, Type D (for hard rubber (high hardness) and plastics)  
Asker constant loader for durometer

## Precision, the latest technology

In addition to two units of special machining equipment, we have introduced the latest tridimensional three-axis machining equipment. We consistently make the utmost effort to improve our technology and precision, while promoting technology transfer from our experienced craftsmen to our younger staff members.

## Hand processing

Many processes can only be performed with the sensitivity of craftsmen's hands, such as 'deburring' and 'straightening' with file and hammer, the scraping of aluminum, and the shaping of a foot print.

## Quality control system

We conduct the final quality check on our finished products using a special projection testing machine, which enables us to ensure quality faithful to the original product design with absolute accuracy.

## ISO certification

We conducted three million hardness tests to receive our ISO certification. Though no clear standards exist for the hardness of appliances, we are at the forefront of the industry in establishing such standards, by developing our own dedicated testing machines.



# Service

## Service system



### Meticulous service that places supreme importance on our customer's body and mind

We have a comprehensive system to deliver the best service possible to customers nationwide. In addition to our Tokyo sales office serving the entire Kanto district, we have sales offices in Sapporo, Sendai, Nagoya, and Osaka. Since we handle orthopedic appliances and medical devices, we are committed to maintaining a precise inventory control system and an excellent after-sales care system, in addition to a system for ensuring the prompt reception of goods and shipping orders. Our after-sales service regularly handles requests for fine adjustment or reprocessing, depending on the product, and our products' contribution to society is assured through ongoing cooperation with prosthetists and medical institutions. Faithful to the second pillar of our corporate philosophy, 'communication', we are diligent in the pursuit of such goals on behalf of our customers.

Transparent image dimension measuring instrument



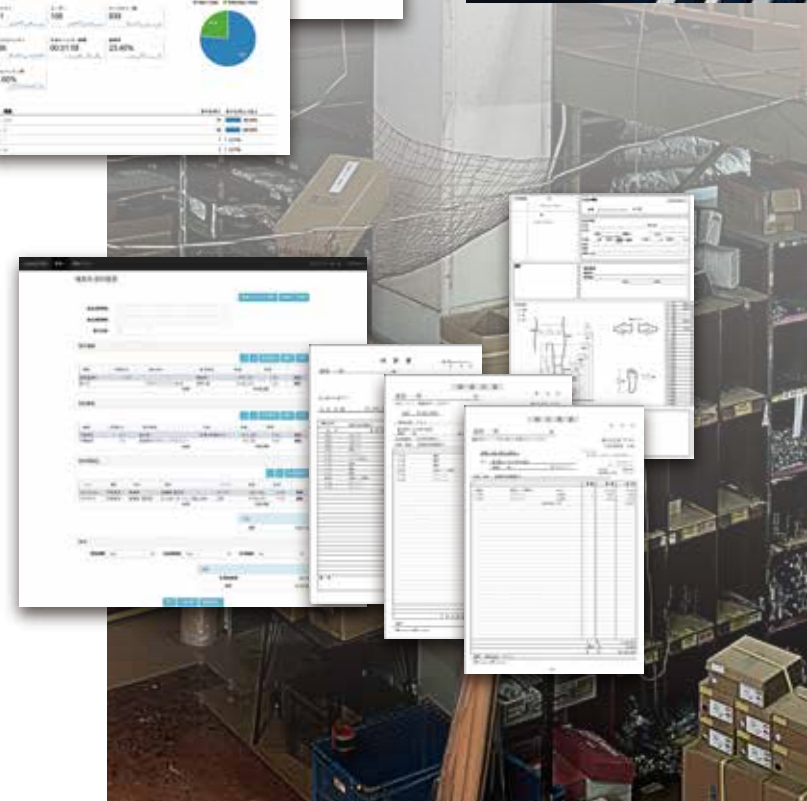
画像寸法透過測定器

### Extensive inventory

Our Tokyo sales office alone boasts 7,500 types of parts and materials in its warehouse, as well as an abundant inventory of finished metal goods, in addition to wood, cloth, and imported materials.

### Prompt response

We package and ship orthopedic appliance parts precisely according to the order instructions, and have introduced the latest inventory management software to enable our salespeople to monitor the inventory even beyond the company premises, for improved sales performance.



### Provision of accurate and secure information

In addition to acquiring ISMS certification, we make continued and diligent efforts to ensure the trust of our customers by providing accurate information with complete security.

### Quotation software

We have joined with Fuji Xerox Co., Ltd. to develop special application software for orthopedic appliance cost quotations, which can deliver simple and clear results even for complex calculations such as insurance coverage.



# Keiai

Orthopedic Appliance Co.,Ltd



## Acquisition of ISMS certification

We have received certification from the Information Security Management System (ISMS) conformity assessment scheme of the Japan Institute for Promotion of Digital Economy and Community (JIPDEC).

## Social participation through sports

The Be Forest nonprofit organization supports the development of an environment that encourages people to enjoy sports in contact with nature. It also contributes to the development of an energetic and athletic regional community by providing physically handicapped youths with opportunities to participate in sports activities with students from across the country, enriching both mind and body, and by developing elite athletes able to participate in national athletic competitions.

Together with the All Season organization, which promotes sports interaction between handicapped and able-bodied people, it offers outdoor activities aimed at enhancing the motivation of young people, and facilitating social participation by encouraging mutual understanding and the development of friendships.

## CCASVA charity drive

We are reaching out to help children, as part of our "Legacy for the next generation" commitment. CCASVA is the Cambodian Children Against Starvation and Violence Association.

## Support for Médecins Sans Frontières (Doctors Without Borders)

The nonprofit international association, Médecins Sans Frontières (MSF), provides medical and humanitarian support worldwide. Its highly praised healthcare and medical activities in disaster areas and war zones, funded by contributions from the private sector, earned the organization the Nobel Peace Prize in 1999, and we actively support its work. The medical care it provided to those devastated by the Great East Japan Earthquake is still fresh in the minds of the Japanese, and our support of the organization is considered one of our social missions.



Keiai Orthopedic Appliance Co., Ltd.

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